

Rep Order# 8842954 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 36976

Printed: 10/04/2012 1:30 PM
Last Received: 10/04/2012 1:03 PM
Showing Buylines: All Lines

1 of 9

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$94,090
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	500A-600A		:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
	2	M-TU	500A-600A		:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
	3	W-F	600A-700A		:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: 6A NEWS								
	4	M-TU	600A-700A		:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: 6A NEWS								
	5	W-F	700A-900A		:30	\$200.00	10/10-10/12	3	1	3	\$600.00	
				Buyline Comment: EARLY SHOW								
	6	M-TU	700A-900A		:30	\$200.00	10/15-10/16	2	1	2	\$400.00	
				Buyline Comment: EARLY SHOW								

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	7	W-F	900A-1000A		:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-TU	900A-1000A		:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$450.00	10/10-10/12	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$1,575.00	10/15-10/16	1	1	1	\$1,575.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1100A-1200P		:30	\$1,925.00	10/10-10/12	1	1	1	\$1,925.00	
				Buyline Comment: Y&R								
	12	M-TU	1100A-1200P		:30	\$1,925.00	10/15-10/16	1	1	1	\$1,925.00	
				Buyline Comment: Y&R								
	13	W-F	1200P-1230P		:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	1200P-1230P		:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
				Buyline Comment: NOON NEWS								
	15	W-F	1230P-200P		:30	\$1,315.00	10/10-10/12	1	1	1	\$1,315.00	
				Buyline Comment: BOLD/LET'S MAKE								

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	16	M-TU	1230P-200P		:30	\$1,315.00	10/15-10/16	1	1	1	\$1,315.00	
				Buyline Comment: BOLD/LET'S MAKE								
	17	W-F	200P-300P		:30	\$375.00	10/10-10/12	2	1	2	\$750.00	
				Buyline Comment: TALK CBS								
	18	M-TU	200P-300P		:30	\$375.00	10/15-10/16	1	1	1	\$375.00	
				Buyline Comment: TALK CBS								
	19	W-F	300P-40CP		:30	\$425.00	10/10-10/12	4	1	4	\$1,700.00	
				Buyline Comment: ELLEN								
	20	M-TU	300P-40CP		:30	\$425.00	10/15-10/16	2	1	2	\$850.00	
				Buyline Comment: ELLEN								
	21	W-F	430P-50CP		:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: 430P NEWS								
	22	M-TU	430P-50CP		:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: 430P NEWS								
	23	W-F	500P-63CP		:30	\$500.00	10/10-10/12	7	1	7	\$3,500.00	
				Buyline Comment: 5P NEWS								
	24	M-TU	500P-63CP		:30	\$500.00	10/15-10/16	5	1	5	\$2,500.00	
				Buyline Comment: 5P NEWS								
	25	W-F	630P-70CP		:30	\$325.00	10/10-10/12	2	1	2	\$650.00	
				Buyline Comment: INSIDE EDITION								
	26	M-TU	630P-70CP		:30	\$325.00	10/15-10/16	1	1	1	\$325.00	
				Buyline Comment: INSIDE EDITION								

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	27	W-F	700P-800P		:30	\$350.00	10/10-10/12	4	1	4	\$1,400.00	
				Buyline Comment: ET/INSIDER								
	28	M-TU	700P-800P		:30	\$350.00	10/15-10/16	2	1	2	\$700.00	
				Buyline Comment: ET/INSIDER								
	29	W-F	1100P-1135P		:30	\$600.00	10/10-10/12	3	1	3	\$1,800.00	
				Buyline Comment: 11P NEWS								
	30	M-TU	1100P-1135P		:30	\$600.00	10/15-10/16	2	1	2	\$1,200.00	
				Buyline Comment: 11P NEWS								
	31	W-F	1135P-1235A		:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								
	32	M-TU	1135P-1235A		:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: LETTERMAN								
	33	M	900P-1000P		:30	\$7,700.00	10/15-10/15	1	1	1	\$7,700.00	
				Buyline Comment: 2 BROKE GIRLS/MIKE & MOLLY								
	34	M	1000P-1100P		:30	\$2,100.00	10/15-10/15	1	1	1	\$2,100.00	
				Buyline Comment: HAWAII 5-0								
	35	TU	800P-900P		:30	\$2,100.00	10/16-10/16	1	1	1	\$2,100.00	
				Buyline Comment: NCIS								
	36	TU	900P-1000P		:30	\$2,300.00	10/16-10/16	0	0	0	\$0.00	
				Buyline Comment: NCIS:L//NCIS 9								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	37	TU	900P-1000P		:30	\$7,700.00	10/16-10/16	1	1	1	\$7,700.00	
				Buyline Comment: VEGAS								
	38	W	800P-900P		:30	\$2,200.00	10/10-10/10	1	1	1	\$2,200.00	
				Buyline Comment: SURVIVOR								
	39	W	900P-1000P		:30	\$2,500.00	10/10-10/10	1	1	1	\$2,500.00	
				Buyline Comment: CRIMINAL MINDS								
	40	W	1000P-1100P		:30	\$2,300.00	10/10-10/10	1	1	1	\$2,300.00	
				Buyline Comment: CSI								
	41	TH	900P-1000P		:30	\$2,100.00	10/11-10/11	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
	42	F	900P-1000P		:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
				Buyline Comment: MADE IN JERSEY								
	43	F	1000P-1100P		:30	\$1,600.00	10/12-10/12	1	1	1	\$1,600.00	
				Buyline Comment: BLUE BLOODS								
	44	SA-SU	1100P-1135P		:30	\$400.00	10/13-10/14	2	1	2	\$800.00	
				Buyline Comment: 11P NEWS WKND								
	45	SA	500A-700A		:30	\$95.00	10/13-10/13	1	1	1	\$95.00	
				Buyline Comment: CBS SAT AM								
	46	SA	1230P-400P		:30	\$300.00	10/13-10/13	2	1	2	\$600.00	
				Buyline Comment: SEC FOOTBALL								

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	47	SA	500P-700P		:30	\$225.00	10/13-10/13	1	1	1	\$225.00	
				Buyline Comment: 5P NEWS SAT								
	48	SA	800P-1000P		:30	\$500.00	10/13-10/13	2	1	2	\$1,000.00	
				Buyline Comment: KLAS PRIME MOVIE								
	49	SA	900P-1000P		:30	\$550.00	10/13-10/13	0	0	0	\$0.00	
				Buyline Comment: CRIMETIME								
	50	SA	1000P-1100P		:30	\$900.00	10/13-10/13	1	1	1	\$900.00	
				Buyline Comment: 48HR MYSTERY								
	51	SU	500A-600A		:30	\$85.00	10/14-10/14	1	1	1	\$85.00	
				Buyline Comment: EYE WASH/WSJ								
	52	SU	600A-630A		:30	\$150.00	10/14-10/14	1	1	1	\$150.00	
				Buyline Comment: 6A NEWS								
	53	SU	630A-800A		:30	\$350.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: CBS SUN AM								
	54	SU	800A-830A		:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
				Buyline Comment: 8A NEWS								
	55	SU	830A-930A		:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
				Buyline Comment: FACE THE NATION								
	56	SU	930A-1000A		:30	\$175.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: MORNING NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	57	SU	1000A-100P		:30	\$1,800.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: NFL 10A								
	58	SU	1000A-400P		:30	\$1,800.00	10/14-10/14	1	1	1	\$1,800.00	
				Buyline Comment: NFL 1P								
	59	SU	500P-700P		:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
				Buyline Comment: 5P NEWS SUN								
	60	SU	700P-800P		:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
				Buyline Comment: 60 MIN								
	61	SU	800P-900P		:30	\$7,350.00	10/14-10/14	1	1	1	\$7,350.00	
				Buyline Comment: AMAZING RACE								
	62	SU	900P-1000P		:30	\$1,600.00	10/14-10/14	1	1	1	\$1,600.00	
				Buyline Comment: GOOD WIFE								
	63	SU	1000P-1100P		:30	\$2,000.00	10/14-10/14	1	1	1	\$2,000.00	
				Buyline Comment: THE MENTALIST								
	64	SA	930A-1200P	ACC FOOTBALL	:30	\$1,050.00	10/13-10/13	2	1	2	\$2,100.00	
	65	W-F,M-TU	400A-459A	4A NEWS	:30	\$20.00	10/10-10/16	6	1	6	\$120.00	
	66	W-F	500A-60CA		:30	\$790.00	10/10-10/12	1	1	1	\$790.00	
				Buyline Comment: NEWS								
	67	W-F	600A-70CA		:30	\$965.00	10/10-10/12	2	1	2	\$1,930.00	
				Buyline Comment: NEWS								

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	68	W-F	430P-500P		:30	\$1,575.00	10/10-10/12	1	1	1	\$1,575.00	
				Buyline Comment: NEWS								
	69	W-F	300P-400P		:30	\$1,490.00	10/10-10/12	1	1	1	\$1,490.00	
				Buyline Comment: ELLEN								
	70	TU	900P-1000P		:30	\$1,700.00	10/16-10/16	1	1	1	\$1,700.00	
				Buyline Comment: VEGAS								
	71	W-F	500P-630P		:30	\$400.00	10/10-10/12	1	1	1	\$400.00	
				Buyline Comment: NEWS								
	*72	TU	1000P-1030P		:30	\$350.00	10/16-10/16	2	1	2	\$700.00	
				Buyline Comment: ET								
				Sales Remark: V9 .								
				V9 Comment Changed, Spots/week Changed								
	*73	TU	1030P-1100P		:30	\$325.00	10/16-10/16	2	1	2	\$650.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V9 .								
				V9 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 122 / \$94,090.00

---SALES MONTHLY TOTALS---

Oct 12: 122 / \$94,090.00

Sales Totals: 122 / \$94,090.00

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Station Totals: 122 / \$94,090.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$313,633	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+